

## CLAIMS

What is claimed is:

1. A communication device distributed to a user as part of a solicitation, the device comprising:  
an enclosure or support,  
a wireless transmitter disposed in or on the housing or support and capable of transmitting in response to the solicitation data via a wireless communication channel,  
and  
an activation button to activate the device in at least two response modes,  
wherein the response modes are preprogrammed in the device.
2. The device of claim 1, further comprising a data input device for entering data corresponding to an response mode.
3. The device of claim 1, further comprising a display that displays a prompt to a user or data entered by the user in response to the prompt, or both.
4. The device of claim 2, further comprising a removable activation strip to activate the device.
5. The device of claim 1, further comprising a receiver adapted to receive data over the wireless communication channel.
6. The device of claim 1, further comprising a stored electronic identifier identifying a provider distributing the solicitation.
7. The device of claim 1, wherein the enclosure or support comprises an envelope, a package or a two-dimensional support structure.

8. A device for electronically responding to a solicitation from a merchant or service provider, said device including an electronic circuit card physically distributed by the merchant or service provider to a user and adapted for exchanging information between the merchant or service provider and the user, said electronic circuit card including:

- a stored electronic identifier identifying the merchant or service provider;
- a stored response options for a user response to the solicitation;
- means for communicating the stored response option to the user; and
- means for directing a user response to the merchant or service provider.

9. The device of claim 8, wherein the electronic circuit card further includes means for conveying a reply from the merchant or service provider to the user in response to the user response.

10. The device of claim 8, wherein the electronic circuit card is integrated in the wireless communication device, said wireless communication device further comprising a data input device and a display.

11. The device of claim 8, wherein at least a portion of the electronic circuit card is located inside the wireless communication device.

12. The device of claim 8, wherein the electronic circuit card is pluggable into the wireless communication device.

13. The device of claim 12, wherein the electronic circuit card comprises a PCMCIA card.

14. The device of claim 8 wherein the wireless communication device supports a plurality of communication channels capable of operating with different transmission protocols.

15. A solicitation physically distributed to a customer, comprising:  
an enclosure or support,  
an electronic response card enclosed in the enclosure or attached to the support, the  
electronic response card comprising:  
a wireless transmitter capable of transmitting data via a wireless communication channel,  
and  
an activation button to activate the device with a customer-selectable operating mode  
preprogrammed in the device.
16. The solicitation or promotion of claim 15, wherein the preprogrammed operating  
mode includes requesting an activation or savings code from a soliciting provider.
17. The solicitation or promotion of claim 15, wherein the enclosure or support  
comprises an envelope or package.
18. The solicitation or promotion of claim 15, wherein the enclosure or support  
includes a two-dimensional surface with imprinted information related to the solicitation.
19. The solicitation of claim 15, wherein the physical distribution includes mailing or  
handing out the enclosure or support to the customer.
20. Method for eliciting an electronic response from a customer to a solicitation  
physically distributed to the customer in form of an electronic device, comprising:  
activating the electronic device for communication via a wireless communication  
channel;  
selecting a response mode of the device;  
transmitting said response mode to a provider; and  
receiving via the communication channel or a separate communication path a  
response from the provider conforming to the selected response mode.

21. The method of claim 20, further comprising displaying the response from the provider and entering customer information in response to a displayed response.
22. The method of claim 20, further comprising transmitting via the wireless communication channel customer information to the provider conforming to the selected response mode.
23. The method of claim 22, wherein the customer information includes a telephone number or an email address of the customer.
24. The method of claim 21, wherein the displayed response includes at least one of a savings code and an activation code.
25. A method for increasing the likelihood of a successful customer response to a solicitation, comprising:
  - distributing the solicitation to a customer in the form of a hardcopy,
  - enclosing with or attaching to the hardcopy an electronic reply card,
  - activating the electronic reply card for communication via a wireless communication channel;
  - selecting a response mode of the electronic reply card;
  - transmitting said response mode to a provider associated with the solicitation; and
  - receiving via the communication channel or via a separate communication path a response from the provider, said provider response conforming to the selected response mode.
26. The method of claim 25, further comprising displaying the response from the provider and entering customer information in response to a displayed response.
27. The method of claim 25, further comprising transmitting via the wireless communication channel customer information to the provider conforming to the selected response mode.

28. The method of claim 27, wherein the customer information includes a telephone number or an email address of the customer.

29. The method of claim 26, wherein the displayed response includes at least one of a savings code and an activation code.